



△Camelia Visan (2028873)

△Afua Agyemng-Dua (2029349)

△Alin Daniel Badila (2029513)

Managing Enterprise in the

21st Century - BMSW4006

October 2021 – Term 2, Group 2 (WEEKENDS)

Lecturer and mentor: Mushfiquir Rahman

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△ ALIN DANIEL BADILA △ △ CAMELIA VISAN △

(1) Introduction

Green Leprechaun is a small pub located in the centre of a big city on the south coast of East Sussex, England called Brighton. The name of the pub has been inspired from the mythological Irish fairy called "Leprechaun" known to bring people good luck and gold treasures. This depicts how the theme of the particular pub depended upon the character of Leprechaun. Green Leprechaun is an Irish inspired pub that aims to make every customer have an authentic Irish pub experience. The pub has been decorated respecting the old Irish pubs style and the dishes recommended on the menu are being prepared according to old Irish recipes. To make the Irish experience more authentic the drinks menu consists of traditional Irish beer, spirits, wines, cranberries and whiskeys. On the other hand, the food menu includes smoked salmon, shellfish, Colcannon, Champ, boiled bacon and cabbages.

△ CAMELIA VISAN △

(2) Business description and history

As the pub clients to words a particular culture depiction to create a thematic impression upon its customers, the study bass is reliant upon the Irish culture. Green Leprechaun is defined as one of the small pubs yet located in highly popular and posh location in England. East Sussex of South Coast is identified to be the particular location under consideration to grab maximum attention of the customer pool. Although the cultural history and the themes projected by the particular Pop origins dates back to a primitive history, the pub has been established only recently. Since the year 2017 the purpose was stab list with specific business intentions to be satisfied (Schwarz, 2021). The core idea describes the approach and service operation of the business orient towards service of alcohol. The profession of traditional Irish food, drinks, alcohol and different beverages are tried to be experimented in such a way that customer attention is possible to be cracked in a strong and consistent manner. The business primarily aims create a charming impact to provide are offered through each of the pub menu as well as interior environment and atmosphere.

By offering sumptuous menu variety including smoked salmon, shellfish, Calcannon, Champ, boiled bacon and cabbages, the pub tries to offer a luxurious spread of food variety along with the beverages contained in the menu content. With the help of hot chocolate, and irish coffee

and other hot drinks it is possible that the history of the business is able to describe through the sumptuous menu it offers through the pub service and atmosphere. There are specialities offered in the form of cultural tradition that depicts about Irish culture (Drakopoulou Dodd et al., 2018). The use of cranberry, variety of whiskeys, sprints, wines and Irish ciders collectively orients towards the feel of the business to be created towards the particular cultural orientation.

(3) Business aim and objectives

Green Leprechaun pub has the fundamental aim to grab the attention of the customers across East Sussex of South Coast in Brighton of England area. In order to provide a culturally rich experience to the particular target of market segment with you authentic essence of Irish food and beverage, a wide spread comprising the menu is trying to be offered by the particular Pub.

Objectives

- To understand the expectation of the customers of the particular target segment

- To create a wide range of menu variety in terms of food as well as beverage choices

- To offer and extended business service with optimum level of customer loyalty to create

- A consistent and sustainable business operation

- To maintain optimum level of food and beverage quality want to avoid any chance of drop in the expectation of clients

- To prevail and outstanding level of service and product with a rich essence of Irish culture depicted through their food and beverage collection

(4) Mission and vision of the business concept

The present business is aimed to fulfil the mission of client-based service efficiency. In order to fulfil optimum level of customer satisfaction, product and services is greatly emphasised so that the vision of establishing a successful and sustainable business is possible to be determined (Finkelstein, 2020). By treating the clients and the guests as visitors In a special manner, the welcome beverage tried to be a signature identity reflecting about irish culture. With the help of large 4580, it is right to be objectively determined that both food as well as beverage is of high quality to maintain the standards as expected within the Irish culture.

In order to fulfil mission of the particular business established in the pub theme the business is trying to be man successful with a definite futuristic objective. There is a need for more and

more customers to be bold towards the particular business to make it more successful. For the idea to be unique and innovative, creative theme is selected so that the customer appeal is impossible to be ensured and strengthened to fulfil the particular fashion (Robbins, 2018). For providing a cross-cultural is it through the experience of the pub, the particular business is trying to be established on Irish culture. With the establishment of the business in the mid of England on the Irish culture is trying to be offered to the people in England. On the way to Friday of beverage options food to big thing called culture as an authentic essence of the particular culture, the business proposition is established. It is not just the interior decoration or environment which is trying to be manifested under Irish theme but also the food taste and the variety in the menu offered which tries to strongly reflect the fashion of making a cross-cultural establishment as a success point of business.

(5) The structure of the business

The present business orients towards the implementation of business structure depending upon Hierarchical nature. It is under the structure and layout that the particular business tries to operation where the direction is from the highest power holder towards the lowest workers included manpower strength of the business establishment. The managing director of the particular business holds supreme power and centralises the authority. It is the concentration of power in it that the responsibility and answerability do it decision making me if you get a direct to do it the top most position holder of the particular business (Jennings, 2021). As a cultural depiction of a business proposition, the hierarchical structures implemented. For the business to take quick decisions and come to mutual agreement without any chance of contradictions and conflicts of opinions, search structure is post to be implemented. The managing director, Camelia Visan is of the opinion that the responsibilities taken up by the members of the team have to be effectively implementing it. The day to day activities taken up by the manager is not intrinsically involved by the person in supreme power. It is rather dependent upon the long-term impact and large-scale decision making behaviour that is taken up by the managing director of the company.

Show the entire general manager performed by the same person Camelia performs the role side responsibilities of a leader within the organisation. It isn't the performance criteria of the

general manager that the proper operational management of the entire company across different departments into consideration are taken care of. It is the responsibility of the general manager take up the role of implementing the directive instructions to be provided towards the other members below the manager. The general manager is not accountable for any of the decisions taken by them.

Financial administration

It is the role of the financial administrator that each of the operating areas related to accounts, finances, sales, cost and the budget preparation are taken into account. It is the transparency is maintained by the financial administrator that helps in facilitating the management of the overall company and its performance (Hertel et al., 2019). By taking a continuous measure of the profit and loss statement, the expenditure and income is possible to be analysed to consider the particular business to be running at a loss or become successful in the market.

The commercial manager is given the role of maintaining each of the functional areas in which larger responsibilities are performed by the particular company and the question. As the pub is food and beverage establishment, it requires sufficient amount of cleaning services to be maintained from time to time. It is the role of managing the project In such a manner that the business directives are made clear with visionary orientation. Under the particular business structure, the responsibilities of the commercial manager are effectively performed.

(6) The product business

The pub strong depiction of cultural heritage and authenticity, each of the products selected and services offered are going into words the particular question tap the traditional food ideas and assets are maintained Blocking Irish culture and heritage. The food is prepared just as the way Irish chief women used to cook the food following the same taste is it (Cabras and Mount, 2017). In terms of beverage and drinks availability, the Irish products and services at right to be offered to the people in England. In order to provide an authentic experience belonging to irish culture, the décor and interior environment is trying to be maintained on such a level that it matches to the Irish cultural stand it. The provision of menu constitute smoked salmon, shellfish, cabbage, boiled bacon and champ to further substantiate and support the Irish tradition to its dishes and beverage choices.

(7) Marketing trends and analysis

In order to get maximum response from the customers, survey upon the target market segment is possible to be created. Before the establishment of the particular pub in the heart of England, effective market analysis to address the customer expectations and tried to be carried out. Due to the high level of experimentation and that is the requirement of the people in England, the introduction of the new cultural dimension could be made possible (Jennings, 2021). It is depending upon the market expectation that the particular dishes and beverage varieties are tried to be offered customers. The professional standards of the staffs and the management structure are trying to be oriented towards Irish culture. By maintaining high level of cleanliness and increased standard of quality the Irish standard of professional staff and services are offered to words the customers.

In terms of following the contemporary marketing trends, the present part is able to encourage the customers to embrace cross-cultural orientation. By introducing Irish authentic food and beverage collection towards the customers of England, satisfaction of variety of food and beverage is possible to be catered. It is depending upon the survey carried out upon the market and the feedback derived from the clients that the satisfaction level is possible to be analysed. The scope for further improvement is it possible to be established by the pub depending upon the genuine feedback received from the clients.

△Afua Agyemng-Dua

SWOT Analysis.

SWOT analysis. It a strategic Planning and strategic management technique for identifying Strength, Weaknesses, Opportunities, and threat in the context of Company competition or project planning. According to Wikipedia by Biogeographist 2021.

Strength:

- We have a great enthusiastic Management Team who have an experience in product and customer care as well as being business expertise.
- An obtained strong and enough capital base in place.
- We have a Clear and focused marketing strategies.
- Only pub in the community with this variety of services.
- Registered community asset.

- Attractive structure with outdoor space, food, and beverage options.
- Neighborhood association.
- The pub's location along cycling trails and popular walking path.

Weakness:

- Local oppositions
- There is no disabled toilet access or ease of access in the building.
- Inefficient use of space, small bar, cellar location and inadequate layout.
- Not been able to establish good reputations in the market.
- Hiring and training new staff has been expensive.
- Not be able to establish and maintaining good suppliers.

Opportunities:

- New customer opportunities, from walkers and cyclists.
- Financial help from the government to boost the business.
- The growing opportunity of pubs as a source of a social gathering.
- Appreciations of good quality of food and drinks from generations to generations.
- Possibility of using Airbnb
- Community groups are making greater use of our pub,

Threats:

- Expensive Marketing strategies to attain an exclusive goal such as recognition, awards, market share etc.
- Higher competition of the market of reaching the purpose of meeting the higher quality of food, drinks, and services.
- High-quality local pub competition.
- The Covid 19 and recession are having a negative impact on sales.
- Difficulties in finding quality suppliers and distributors.
- Higher occurrences of distributor's and supplier's prices.

Pestle Analysis: In business analysis

(Political, economic, socio-cultural, technological, legal, and environmental factors used in scanning component of strategic management.

Political Factors:

-Higher cooperative tax as reach shows that U.K has one of the highest beer duty tax rates in the world.

-Ensuring the stability of the business, analysis how the organization be impacted by current government.

-And see how the business can adapt to changes in legislation.

► Economic factors:

Growth

- Direct Impact of Exchange rate moves against our business.
- unemployment rate which will result in lower sales.
- Inflation rate due to the outcome of floating exchange rate of the economy.
- Impact of disposable income leading to the changes of stock valuation.

► Social factors:

-The effect of Cultural Differences on consumer behaviour.

-Satisfaction of Healthy consciousness is a contribution factor to business growth.

-Population growth have significant impact on our business growth.

- Attract younger generation through social campaigns.

► Technology factors:

- Our Access to technology for communicating, advertising, sales and purchasing easier and more effective for the business.
- Acquiring license and copyrights.
- Stock control through software programmes, to help manage and monitor stock levels.
- Using compute create and Design packaging our products.eg bottling.

- Legal Factors:

- Consumer Law: To ensure that Customers has got all the right information about the food and drinks provided to them.

- Health and safety: To ensure that there is a health and safety policy and procedures in place providing all the legal tools to protect your employees and customers.

Employment law: Ensuring that company employees are treated right according to the law. Employees are paid at least a minimum wage and on time, system are in place for disciplinary issues and dismissal.

Discrimination Law: Discriminatory behaviours have an impact on all employees' job satisfaction. When employee observes, promotions being provided based on gender, colour, age or other discriminatory considerations on a regular basis, his desire to develop within the company or perform to his full potentials is harmed.

► **Environment:**

- **Pollution.** Our company perform a robust evaluation on the potential health consequences of our workplace on our employees. Employees' health, overall sense of well-being, and capacity to perform their responsibilities are all threatened by poor air quality.
- **Weather:** Consumer behavior is influenced by the weather in terms of what things they buy, where they buy them, and how much they buy. Even if our company is aware of how normal weather affects our business profits, unanticipated abnormal weather occurrences provide their own set of challenges. According to research, unusual weather impairs the operations and financial performance of 70% of enterprises around the world. Shortfalls in sales cause lower cash flows, which can lead to financial difficulties and business failure when weather conditions are on average bad for days, weeks or full seasons.
- **Climate change** is likely to have a direct influence on our company in several ways; weather that is more extreme and variable additional flooded areas limits on water, supply chain failure or disruption, mitigating measures by the government, unpredictable weather can have a direct impact on pub business.
- **Availability of non-renewable goods.** The supply of nonrenewable goods, particularly popular ones such as oil or natural gas, has the potential to drastically alter the market. If the supply of these items decreases (as it is now), prices will rise, harming firms that utilize the fuels in large quantities, such as industrial or logistical businesses.

Operations:

Business operations are the daily activities that businesses perform to increase the value or the worth of our company and make a profit.

1.Revenue:

The Green Leprechaun main sources of revenue are as follows: On going income from grant applications/ donations or bank loan applications we may receive. The management will lease The Green Leprechaun to a suitable tenant, who will open the pub daily and after any refurbishment and or any fit-out work is completed. The management will set the rent to a level that ensures long -term viability whiles also allowing the tenant to earn a living in the early years as they grow the business. We have assumed a rent of 10% of sales, but this will be reviewed on an ongoing basis by the management team. To account for the reported interest rate at the lowest end of the market. All successful Funds applications we will be used to purchase quality machinery, tools, and equipment's to produce quality food and drinks as well as investing in quality staff training such as customer services, health, and safety/ fire safety, first aid and manual handling.

The Green Leprechaun will be open from 10pm on weekdays Monday to Friday and 8am Saturday and Sunday, this will provide flexible working schedule with several shifts to the employees. WE will serve all types of alcohol and beverages from authentic and good suppliers.

2. Legal documents: Management team needs to acquire all necessary legal documents such as Business license, employer's Liability insurance, Content insurance, public liability insurance, vehicle insurance, Business tax insurance, employment contract, suppliers contract. Outline clear responsibilities of team, ensuring that all staff members know their responsibilities.

Improvement plan

It's a management tool in which business leaders analyse their procedures using various strategies to identify areas where they can effectively and efficiently improve.

a. Start Date: 20/Oct/2021

Action Identify: All legal documents

Responsibilities/by whom: Dan - To research and ensure at the business is legal.

Date Completed by: 20/11/2021

Evaluation: On going.

b. Start date 20/Oct/2021

Action Identify: Inventory

Responsibilities/by whom: Camila- To ensure that a comprehensive list of all the items in the building including other businesses is in place. liaison with suppliers and taking stock, ensuring all necessary stock are in place.

Date completed by 20th/December/2021

Evaluation: On going.

c. Start Date: 20th/ Oct /2021

Action Identify: To monitor the day to day running of the business.

Responsibilities/ by whom: Afua - To Advertising and recruiting staff, time sheet and staff attendance, supervisions and trainings, welfare and day to day running of the business.

Date completed: 20th/December/2021

Evaluation: On going.

d. Start Date: 20th/December/2021

Action Identify: Marketing/ advertisement

Responsibilities/ by whom: Afua- To promote the business through social media, direct mails, search engine optimisation, Digital advertising, press advertising email marketing.

Date completed: on- going

Evaluation:

3. Cost control

According to Will Kenton 2020, The method of identifying and cutting corporates as expenses to increase profits is known as cost control. And it begins with the budgeting process. Companies are actual financial outcomes are compared to budgeted expectations. And its actual expenses Are higher than anticipated. Management has the knowledge It's needs to act.

- We will reduce expenses to create profit.

- Make A starting point. Create a benchmark against which actual costs can be evaluated.

- Make a variance calculation. Calculate the difference between the actual results and the standard or baseline established in the previous step.

- We will make a move.

4. Risk management

Is the identification, assessment and prioritization of risk, followed by the coordinated and cost-effective application of resources to minimize, monitor, and control the likelihood or impact of unfavorable events or to maximize the realization of opportunities. Wikipedia, January 2014, en.m.wikipedia.org.

The appraisal and preparedness for future crisis as well as the preventative steps involved in decreasing security threat are all part of risk management. Management team, will attempt a less dangerous choice, obstructing access to danger, arranging the job in such a way that We are less exposed to danger, providing protective equipment, Booking risk assessment training for all staff, daily risk assessment checking, six monthly generic risk assessment in place, regular inspection visit from local environmental health officer and book regular fire safety check.

5. Product management

It is an organizational function that guides every stage of a product's lifecycle, from development to positioning and pricing, by focusing first and foremost on the product

and its customers. (ATLASSIAN Agile Coach, Atlassian.com 2022) For this to be achievable, Our

Product managers will incentivize and direct teams throughout the organization to ensure that customer's desired products are delivered by our company.

- Managers will take feedback, any needs and problems that customers may have.
- The company launches will be planned and executed.
- Take in charge of the company's roadmap.
- Ensure that all products used and market information's, has been given to whom it may concern.
- list all actions needed to promote the product used in our pub.
- Convert business strategy into product strategy.

6. Facilities planning and management

John Terry, Editorial manager at CloudApper, quora.com 2021. Explained facilities planning and management as encompasses a variety of disciplines and services that ensure the functionality, easement, safety and effectiveness of a business' buildings, assets and systems. Aside from overseeing day-day operations and maintenance, facility managers must also carry out their company's long-term strategic facility management plan. As part of providing a safe working environment for all employees, the facility manager must work on improving and managing skills to ensure right resource utilization. WE will purchase facility management software system to help, if possible, in the future.

The facility manager as a responsible person to carry the following:

- Buy new assets for the future use.
- Resource maintenance.
- Carry out regular audits to decide the need for maintenance at the pub.
- Gather and update status report and maintenance records.
- Contractual management services such as renting machinery, cleaning, catering and so on.
- Building maintenance.

Supply Chain

A supply chain is the network that connects all the people, companies, resources, activities and technology involved in the creation and sale of a product. A supply chain includes everything from the delivery of raw material a supplier to a manufacturer to the final delivery to the end user. Ben Lutkevich

- Our business will be using fast chain model since we will be selling food and drinks which have a short lifecycle.
- management will design and review a suitable supply model for the pub.
- ensuring that suppliers delivery goods on time.
- Used good and reputable suppliers.
- A robust contract in place between our business and suppliers and ensure suppliers have got good and legal manufacturing dealings.
- implement a technical system of measurement to indicate supply chain effectively.

Forecasting.

Is simply looking into the future of the pub business.

To be able to create a better masterplan to predict the future of the pub business, we will be using different tools, strategies to help eliminate potential losses and failures.

△ALIN DANIEL BADILA△

(11) Technology plan: a business that aims to grow, beside budget, sales or marketing strategies, has strategic technology plans. The role of the technology plan is to assess the strengths and weaknesses of a business when it comes to technology and how to improve it by adding or upgrading already existing technologies to their inventory.

Basic use of software is an essential skill to have in the 21st century. Technology is present in many aspects of our daily activities and it aims not only to increase the productivity but also to improve the quality of the final result minimizing the time requested for the task.

Green Leprechaun Pub combines the old Irish tradition with the modern technology in order to deliver to the customers the best product and service maintaining the same special flavour of the drinks and food products.

The technology used consists of:

- smart fire alarms: safety is a very important, vital aspect to keep on mind in every business independently on the type of business. Fire alarms are extremely important, they warn when smoke, fire, carbon monoxide or any other fire-related danger is detected. Heat and fire detectors activate the alarms and notify that there is a potential danger in the premises so the staff can start an evacuation procedure according to the evacuation plan already decided and discussed. In fact all the staff receives fire and evacuation training even before they start working for Green Leprechaun Pub.
- hd CCTV system: CCTV is an acronym and it stands for Closed Circuit Television. It is a closed system of video cameras, monitors and data networks whose purpose is the surveillance of the pub in order to ensure customers and staff security and protect premises, goods and persons.

- LAN and wireless hotspot points: having connection to internet is very important in our society. Most people would feel very uncomfortable if the internet connection is absent. Also the main ordering system at Green Leprechaun is made via our computerised ordering system that makes ordering easier and quicker.

- online ordering system: this allows the customer to easily order through the iPads available in strategic places around the pub (for example all the tables).

- iPads: light and smart, iPads are electronic devices placed around the building which allow the customers to order comfortably from their chairs without the need to physically wait in a queue.

- big flat screens around the pub : they allow the streaming of media files and live broadcast for example in case of special events or festivities such as sportive competitions, live concerts, important people speeches, etc. giving this way the opportunity to the customers to choose if they want to enjoy watching these shows together with other customers or not to join.

(12) Management and organisation:

Sustainability refers to a broad approach to organizational management that focus on generating and maximizing long-term economic, social, and environmental value. It is a response to the modern-day issues that organizations in both the public and private sectors face .The management team is the group of people that plans and makes sure that the business is growing while ensuring the well-being of every member of the staff. Six main responsibilities of the management team are: planning, organising, staffing, leading, managing and motivating.

The management team at Green Leprechaun is formed following the scheme:

Owner: Alin Daniel Badila

Manager Director: Camelia Visan

This role consists in taking all the important decisions in the company on behalf of the owner in order to make the business grow.

General Manager: Camelia Visan

This role consists in managing and leading the broad organisation.

Finance Administrator: Afua Agyemng-Dua

This role consists in managing the human resources, the accounts and the facilities.

Commercial Manager: Afua Agyemng-Dua

This role consists of managing the cleaning services, the facilities and the projects.

(13) Social responsibility and sustainability:

The Green Leprechaun Pub tries to work as much as possible in ways that minimises the waste and the damage to the environment while delivering products and services that are always at the top of the quality. Also, our business gets involved in as many charitable and social projects as possible, all this because we believe that nothing is better but investing in the future generations and in the future of the society.

(14) Development: every business plans to grow in time and in order to be able to do so investments are necessary. The Green Leprechaun Pub plans to expand its sitting area for the customers by at least 50% every year, making this way possible for a bigger number of customers to enjoy the products and services offered by us increasing this way the profit of the team as well.

Milestone: The team at Green Leprechaun Pub plans to increase the sitting area, number of products and services provided to the customer and number of job opportunities for young people by at least 3 times its initial potential in 3 to not more than 5 years. We also plan to open more locations in different cities under the same brand in 2 to not more than 4 years from the achievement of the first milestone.

Exit plan: or business exit strategy is a strategic plan to sell completely or in part the business to other investors or companies in order to make profit or, in case of a losing business to minimise the losses. Owner of the pub plans not to manage personally the locations anymore of but to let the brand name and locations to young people that will manage them giving at least 50% from the profit to the owners.

(15) Financial data: financial data is a set of information that gives us details on the financial situation of a business. It gets used by the head management to understand if tactics and strategies are giving good results or if new and updated strategies should be put in place. It also helps people from outside the business to analyse and decide if they want to invest in a business.

(16) Profit and loss account: also known as income statement is a financial statement that shows business' expenses and revenues over a period of time, for example over one month or

over another period. Its purpose is to show if a business has earned more than it spent or vice versa. If the net income is a positive number then the business has earned more than it spent since net income is all the income minus the cost of the goods and services, expenses and taxes.

(17) Cash flow statement: it is a financial statement which shows data about the cash inflows from external sources such as external investments, and about the cash outflows that pay for business activities, all this over a certain period. It gives investors an image over the transactions that are going through.

(18) Balance sheet: the balance sheet is the list of assets and liabilities at the end of the financial year for a business. With the income statement and the cash flow statement, the balance sheet is as well a part of financial statements.

(19) Conclusion: The Green Leprechaun Pub is a young business based in the heart of a big and busy city on the South Coast of England in East Sussex. Its way of working combines the tradition, the old flavours with modern technology and innovation. After an analysis of the data from this year and the previous year, our pub managed to have a positive income and therefore make profit once all the expenses have been paid from the gross income. The expectations for the next year considering the trend of profit are positive making the management expect to not only expand the capacity of the business but to increase the net income.



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David



Name of the Students:

Camelia Visan (2028873)

Afua Agyemng-Dua (2029349)

Alin Daniel Badila (2029513)

Lecturer: Mushfiqur Rahman

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives
15/12/2021



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Introduction

- Green Leprechaun is a small pub located in the centre of a big city on the South Coast of East Sussex, England called Brighton.
- The name of the pub has been inspired from the mythological Irish fairy called "Leprechaun" known to bring people good luck and gold treasures.
- Green Leprechaun is an Irish inspired pub that aim to make every costumer have an authentic Irish pub experience.
- The pub has been decorated respecting the old Irish pub style and the dishes recommended on the menu are being prepared according to old Irish recipes.
- To make an Irish experience more authentic, the drinks menu consists of traditional Irish beers, Irish ciders wines, spirits drinks and Whiskey and Cranberry.

Business Description and History

- Green Leprechaun is a small pub located on the South Coast of East Sussex in England.
- Our business it has been open in 2017 and it has been going very well since then.
- In the pub will not be served only alcohol, but we will have a divers menu, like traditional Irish food: shellfish, smoked salmon, boiled bacon and cabbage, and calcannon and champ and also hot drinks like Irish coffee, hot chocolate and tea.
- Our speciality is of course traditional Irish drinks, like Irish beers, Irish ciders and wines, spirits drinks and Whiskey and Cranberry.

CAMELIA

Aim and Objectives

- The **AIM** of Green Leprechaun Pub is to give costumers an authentic Irish experience, as the menu consists in traditional Irish food and drinks.
- The **OBJECTIVES** for our business are as follows:
 1. To achieve the costumers satisfaction.
 2. To establish costumer loyalty.
 3. To extend our business and to become known for our best services.
 4. To offer quality food and drinks for our clients.
 5. To provide an outstanding product and services.

CAMELIA

Mission and Vision

- **The Mission** of our business is to offer our clients the best services that we can, to treat them with respect and to do our best to please their requests.
- The **Vision** of Green Leprechaun Pub is to extend our business, to become better known, to have more costumers and to please them.

CAMELIA

Business Structure

CAMELIA

MANAGER DIRECTOR:
CAMELIA VISAN-
responsible for taking all
the important decisions in
the company; not involved
in day to day activities.

GENERAL MANAGER:
CAMELIA VISAN-
responsible for both,
manage and lead the broad
organisation.

FINANCE
ADMINISTRATION:
AFUA AGYEMNG-DUA-
Human resources,
Accounts, Facility,
Management.

COMERCIAL MANAGER:
AFUA AGYEMNG-DUA-
Cleaning Service, Facility
Management, Project
Manager.

Product or Service Description

- A product service is a tangible item that is put on the market for acquisition.
- In our pub we will sell Irish traditional food which is made by Irish chief women and Irish drinks in order to give our costumers a more authentic Irish experience.
- At this moment the principals dishes are: shellfish, smoked salmon, boiled bacon and cabbage and calcannon and champ, and we plan on bringing more traditional Irish dishes as soon as possible.

CAMELIA

Marketing Analysis and Trends

- Marketing Analysis:
 1. Our marketing target is to offer our best services at reasonable prices, in order to make costumers feel welcomed in our pub and to satisfy their expectations.
 2. Our aim is to explore the market by offering professional staff, delicious dishes and a clean environment.
- Marketing Trends:
 1. Encourage clients to come to our pub.
 2. Receiving feedback from our clients too see if they are satisfied with our services, and if not to tell us how we can improve.

CAMELIA

SWOT Analysis

AFUA

Strength:

- We have a great Enthusiastic Management Team who have an experience in product and customer care as well as being business expertise.
- An obtained strong and enough capital base in place.
- We have a clear and focused marketing strategies.

Opportunities:

- Financial help from the government to boost the business.
- The growing opportunity of pubs as a source of a social gathering.
- Appreciations of good quality of food and drinks from generation to generation.

Weakness:

- Not be able to establish good reputations in the market.
- Hiring and training new staff may be expensive.
- Not to be able to establish and maintain good supplier.

Threats:

- Expensive Marketing strategies to attain exclusive goals, such as recognition, awards, market share etc.
- Higher competition of the market of reaching the purpose of meeting the higher quality of food, drink and services.
- Difficulties in finding quality suppliers and distributors.
- Higher occurrences of distributor's and supplier's prices.

PESTLE Analysis

AFUA

Political Factors:

- Higher cooperative tax. As reach shows that U.K has one of the highest beer duty tax rates in the world.
- Ensuring the stability of the business, analysis how the organization be impacted by current government.
- And see how the business can adapt to changes in legislation.

Economic factors:

Growth

- Direct Impact of Exchange rate moves against the business.
- Unemployment rate which will result in lower sales.
- Inflation rate due to the outcome of floating exchange rate of the economy.
- Impact of disposable income leading to the changes of stock valuation.

PESTLE Analysis

Social factors:

- The effect of Cultural Differences on consumer behaviour.
- Satisfaction of Healthy consciousness is a contribution factor to business growth.
- Population growth have significant impact on business growth.
- Attract younger generation through Social campaigns.

Technology factors:

- Access to technology for communicating, advertising, sales and purchasing easier and more effective for the business.
- Acquiring license and copyrights.
- Stock control through software programmes, to help manage and monitor stock levels.
- Using compute create and Design packaging our products.eg bottling.

PESTLE Analysis

Legal Factors:

- Consumer Law: To ensure that Customers has got all the right information about the food and drinks provided to them.
 - - Health and safety: To ensure that there is a health and safety policy and procedures in place providing all the legal tools to protect your employees and customers.
- = Employment Law: Ensuring that company employees are treated right according to the law. employees are paid at least the minimum wages and on time, system in place for disciplinary issues and dismissal.
- Discrimination Law: Discriminatory behaviors have an impact on all employees' job satisfaction. When employee observes, promotions being provided based on gender, colour, age, or other discriminatory considerations on a regular basis, his desire to develop within the company or perform to his full potential is harmed.

PESTLE Analysis

Environment:

- **Pollution.** Our company should evaluate the potential health consequences of our workplace on our employees. Employees' health, overall sense of well-being, and capacity to perform their responsibilities are all threatened by poor air quality.
- **Weather.** Consumer behavior is influenced by the weather in terms of what things they buy, where they buy them, and how much they buy. Even if a company is aware of how normal weather affects its profits, unanticipated abnormal weather occurrences provide their own set of challenges. According to research, unusual weather impairs the operations and financial performance of 70% of enterprises around the world. Shortfalls in sales cause lower cash flows, which can lead to financial difficulties and business failure when weather conditions are on average bad for days, weeks or full seasons.
- **Climate change** is likely to have a direct influence on our company in several ways; weather that is more extreme and variable additional flooded areas limits on water, supply chain failure or disruption, mitigating measures by the government, unpredictable weather can have a direct impact.
- **Availability of non-renewable goods.** The supply of nonrenewable goods, particularly popular ones such as oil or natural gas, has the potential to drastically alter the market. If the supply of these items decreases(as it is now), prices will rise, harming firms that utilize the fuels in large quantities, such as industrial or logistical businesses.

Operations

Business operations are the activities that businesses carry out daily in order to grow the worth of their company and make a profit;

- Revenue output, and cost control and risk management.
- Product management.
- Supply chain.
- Inventory.
- Forecasting.
- Quality.
- Facilities planning and management.

Technology Plan

Basic use of software is an essential skill to have in the 21st century. Technology is present in many aspects of our daily activities and it aims not only to increase the productivity but also to improve the quality of the final result minimizing the time requested for the task.

Green Leprechaun Pub combines the old Irish tradition with the modern technology in order to deliver to the customers the best product and service maintaining the same special flavour of the drinks and food products.

The technology used consists of: smart fire alarms, hd CCTV system, LAN and wireless hotspot points, online ordering system (this allows the customer to easily order through the iPads provided to every table, avoiding this ways queues and minimizing effort required for ordering), big flat screens around the pub (for special events such as sportive competitions, live concerts, festive programs etc giving this way the opportunity to every customer to choose if to enjoy or not the event in a social way).

Management and Organization

- Management and organization: They say people leave managers not the companies.
- The people who create an organization's structure and define how different components of the organization will interact are referred to as management.
- Planning,
- Organizing,
- Staffing,
- Leading, managing, and motivating are the six main activities of management.
- Managers have the most direct impact on the employees they supervise.

Social Responsibility and Sustainability

Sustainability refers to a broad approach to organizational management that focus on generating and maximizing long-term economic, social, and environmental value. It is a response to the modern-day issues that organizations in both the public and private sectors face.

- ENVIRONMENTAL, CHARITABLE, ETHICAL, AND ECONOMIC RESPONSIBILITY ARE THE FOUR CLASSIC TYPES OF CORPORATE SOCIAL RESPONSIBILITY.
- ENVIRONMENTAL STEWARDSHIP
- ETHICAL ACCOUNTABILITY.
- RESPONSIBILITIES IN THE FIELD OF PHILANTHROPY.
- ACCOUNTABILITY IN BUSINESS
- ECONOMIC, ENVIRONMENTAL, AND SOCIETAL FACTORS ALL PLAY A ROLE.

Development, Milestone, and Exit plan

DEVELOPMENT

- The team plans to expand the sitting area of the pub by at least 50% every year, making possible for more customers to be able to enjoy our services at the same time increasing the profit.

Development, Milestone, and Exit plan

MILESTONE

- The team at Green Leprechaun Pub plans to increase the sitting area, number of products and services provided to the customer and number of job opportunities for young people by at least 3 times its initial potential in 3 to not more than 5 years.
- We also plan to open more locations in different cities under the same brand in 2 to not more than 4 years from the achievement of the first milestone.

Development, Milestone, and Exit plan

EXIT PLAN

- Owners of the business plan not to manage personally the locations anymore but to let the brand and locations to young people that will manage them giving at least 50% from the profit to the owners.

Financial Data

Year	2020	2021	2022e*	2023e*
Total income for the year (after tax)	800k	1,000k	1,200k	1,500k
£ invested in goods	360k	450k	560k	700k
Services and utilities (rent included)	72k	90k	115k	145k
Employees salaries (after tax)	180k	210k	240k	270k
Earnings (total income - expenses)	188k	250k	285k	385k

e* = expected

Profit and Loss Account

Twelve months	2020	2021
Sales and revenues:		
Total earned	800k	1,000k
Earned from sale of alcohol products	500k	750k
Earned from sale of food and desserts	300k	250k
Operating costs:		
Cost of alcohol products	240k	300k
Cost of food products	120k	180k
Cost of utilities, bills	72k	90k
Salaries and other expenses	180k	210k
Total operating costs	612k	750k
Operating profit	188k	250k

Cash Flow Statement

Expense or income type	Value in £
Earnings from goods and services	188k
Rent	24k
Salaries	180k
Utilities	48k
Various expenses	10k

Conclusion

As a consideration, according to the data from this year and the previous years, our pub managed to have a positive income and therefore profit once all the expenses have been paid from the total income. The expectations for the next year considering the trend of profit are positive.

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